



Geneva eLearning Showcase

2015

VIP NETWORKING DAY FOR SWISS ELEARNING

28 APRIL 2015
HOTEL MANOTEL ROYAL, GENEVA

The **Geneva eLearning Showcase (GES)** is a strategic seminar day designed to bring together HR and Training managers in the *Suisse Romande* with leading providers of digital learning resources and eLearning experts. On Tuesday 28 April, was held the third edition of this increasingly popular networking event.

The Geneva eLearning Showcase is designed for our VIPs to discover case studies, strategies and learning technologies during a highly interactive day of workshops and keynotes.

Over 70 HR managers, training directors and eLearning experts got together at the Hotel Royal in Geneva and shared their eLearning experience. The VIPs came from a wide variety of large organisations from public, private and IO / NGO sectors.

The agenda contained all the key ingredients for an enjoyable and informative day: icebreaker, group work, keynotes, case studies, humour, a great lunch, a mini exhibition. The whole day was offered by the sponsors:

- **MOS - MindOnSite** (LMS platform)
- **STS** (Project Management training)
- **ITycom** (Digital Learning solutions)
- **ENI** (Microsoft Office off-the-shelf content)
- **Sword IF** (Services and integration)

The day opened with an icebreaker and VIPs were asked to share the major challenges faced by a training manager today.

The results were noted here:

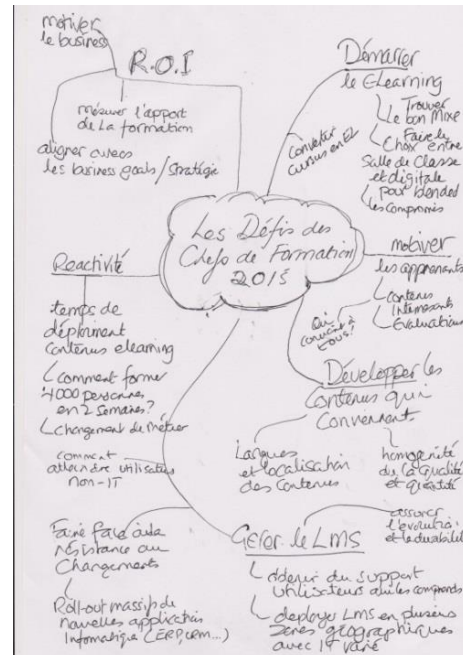
We compared this output with results of several training manager surveys conducted in 2014 (USA and UK) and noted much similarity, with 55% of training managers concerned with strategic alignment of L&D with business goals, and with a tangible ROI.

On this note, Sally-Ann Moore started the showcase with a short keynote about how to manage and measure the ROI of L&D investments.



Next Elodie Primo from MOS – MindOnSite shared critical success factors for a LMS platform deployment, from a vast wealth of experience and case studies.

Yann Teyssier, founder of ITycom, illustrated how to make strategic content design choices with varying degrees of interactivity and richness of media. This included retail and management training using virtual reality and Serious Games.



After coffee, Philippe Brunet from IT Training Academy and Lisa Fleckenstein from ENI presented an inspirational case study of how their teams helped the *Canton de Vaud* convert PC classroom training to eLearning for 3'000 job seekers.

Then with Christophe Bacouël, we discovered how STS delivered a complete project management certification cursus through sophisticated blended delivery to over 700 nomadic industrial engineers around the world on building sites!



To end the morning, we saw with Vincent Bertin from Sword IF, a case study on how to manage the analysis, planning and implementation of a blended learning strategy for 1'100 users, when deploying massif IT roll out – such as SAP.

During the long lunch break, the guests were able to share and exchange ideas and get hands-on experience of the sponsors' latest tools and courses at the mini-exhibition.



After lunch, we had the rare privilege of hearing about learning in the 21st Century from the well-known speaker and industry analyst, Philippe Lacroix (IL&DI).



He explained how changes in mobile technologies, work life, private life and education are impacting the future of eLearning.

He illustrated the inverted classroom concept with very relevant examples.



One of his key messages was to "Keep it simple" and he demonstrated this by creating a rapid learning module on how to make "crème Chantilly" and comparing that to previous recipes as a form of instruction. Unforgettable!

We then ended the day with a briefing on activity based learning and using the balanced scorecard to measure learning outcomes, followed by a round table discussion with all the speakers led by Sally-Ann Moore. Finally a tea break and visits to the exhibition, which still attracted 35 VIPs at 4 pm.

The VIPs were very complimentary about the day and provided us with some excellent feedback. They especially enjoyed the inspirational keynotes, the icebreaker and the networking opportunities. Also everyone said how fine the food was and the convenience and quality of the venue.



Here are some remarks from the VIP's:

"I would like to warmly thank you again for the invitation to this event in Geneva. It was very interesting."

"Well organized event. Very interesting to know about the future eLearning subjects. A very good place to network with other managers."

Sponsors of the 2015 Geneva eLearning Showcase

iLEARNING FORUM 

Sally-Ann Moore, International Learning and development Consultant, eLearning strategist; Founder and Director of iLearning Forum Paris (Exhibition and Conference)

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MOS

MindOnSite Leading Swiss provider of Learning Management and Learning Content management platforms, and of complete learning solutions: blended learning, digital learning, mobile learning... www.mindonsite.com
sales@mindonsite.com

STS the project management training company

One of the leading institution in applied project management training. They design company specific trainings in project management and in providing sophisticated and highly performing training tools. www.sts.ch office@sts.ch

eni

The expert for IT training since more than 30 years. Owing to its expertise in developing multimodal training solutions (blended learning – e-learning – classroom...), ENI has the answer to every kind of IT training requirement. lfleckenstein@eni.fr
<http://www.eni-elearning.com>

ITycom

Active Learning Experience Expert in digital learning solutions. ITycom is a leading Swiss Serious Games developer. They offer custom-made digital learning solutions, Serious Games and 3D simulation authoring tool and off-the-shelf learning content. <http://www.itycom.com/>
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SWORD

UPGRADE YOUR BUSINESS IT services company structured in 3 competency poles (IT infrastructure, staffing and learning & performance management). They propose solutions to analyse, measure, and monitor applications roll-out and running. <http://www.sword-if.com/>
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